

ABSTRACT OF THE DISCLOSURE

5       An exhaust gas purifying catalyst that exhibits  
purifying performance even at high temperatures. The  
catalyst carries an alkali metal and a noble metal on a  
crystalline zirconium composite oxide, wherein the  
zirconium composite oxide is one in which zirconium is  
partly substituted with at least one kind of element  
selected from the group consisting of an alkaline earth  
10 metal, a rare earth metal and an element of the group  
IIIB, and the elongation of the crystal lattice due to  
the substitution with the element assumes a nearly  
theoretical value.